



Lardner/Klein Landscape Architects, P.C.

Memorandum

To: BHB Corridor Management Committee
From: Jim Klein, Lardner/Klein Landscape Architects, P.C.
Date: April 16, 2012
Subject: Bayshore Heritage Byway – CMC/CMP Meeting #5 DRAFT Agenda and Discussion Outline

At the fifth CMC meeting, we will discuss interpretive resource opportunities associated with both natural and cultural resources and then work to develop linkages among each of the potential sites with interpretive themes and subthemes. The result of this meeting will be a list of high potential sites and areas where the byway story can be told in an exciting manner and where each site and its context have the highest probability of being conserved or preserved over time. Suggested strategies for discussion include:

Uncover the Stories Depicting the Bayshore's Rich Natural Heritage and Community Life

Establish a new interpretive program that builds upon the interpretive resources of the Coastal Heritage Trail (originally developed by the National Park Service) and ties together the stories associated with the Bayshore's natural heritage and historical places in order to establish a seamless, coherent, **enjoyable**, and educational travel experience.

Draft Agenda

- 3:00 pm Introductions and brief review of CMC #4 (Jim Klein)
- Review heritage and nature-based tourism strategies
 - Update items from previous meetings (modifications to the heritage tourism clusters, beach access issues, update on ferry spur, etc.)
- 3:15 pm Draft interpretive opportunities, goals and strategies (Tom Scofield and Jim Klein)
- Regional Context for Interpretation (Coastal Heritage Trail Theme Study, Delaware River and Bay natural resource context)
 - Cultural resource interpretive opportunities
 - Natural resource interpretive opportunities
- 3:45 pm Discussion of Potential Strategies
- Establish overall interpretive framework
 - Relate individual interpretive opportunities to framework
 - Define preferred tools for interpretation
 - Establish overall visual and graphic identity for byway interpretation (linking Coastal Heritage Trail and Bayshore Heritage Byway together)
 - Define opportunities for interpretive programming building upon existing and planned events
- 4:50 pm Next steps (Jim Klein)
- AC Meeting #6 (Transportation)
 - Process for reviewing and revising the draft plan and conducting public meetings

CMC Meeting #6 – Transportation
Date: May 17, 2012
Time: TBD
Location: TBD

List of Proposed Strategies

Strategy #1 - Create an Interpretive Program specifically for the Scenic Byway

The bar for the BHB interpretive program may seem high, but the good news is that it is already happening for a couple interpretive themes at a few locations along the byway route with the objective of spreading the successful interpretive program to all sections of the byway. Also Cape May City is an established tourism destination with a dedicated audience that can serve as the 'anchor experience' for the byway.

Strategy #2 – Adapt and Update the Coastal Heritage Trail themes to the Bayshore region and expand those themes to identify potential interpretive topics

The following outline is for discussion at the April 19th meeting regarding potential themes and topics

Passages to the Mid-Atlantic (Maritime History)

- The Lenape Homeland
- Colonial Middle Ground
- Fortifications and Military Installations
- Cradle of America's Middle Class
- Gateway to the World's Largest Freshwater Port
- High-stakes Energy for the Eastern Seaboard
- A Patch of Green among 8 Million

Early Farms & Market Towns of the Garden State (Historic Settlements)

- Salem
- Greenwich
- Bridgeton
- Mauricetown
- Dennisville
- A Hidden Scandinavian Heritage
- The Quakers & Patterned Brick Houses
- Salt Hay
- Truck Farms and Roadside Stands

A Legacy of Leisure (Relaxation and Inspiration)

- Delaware River Picnic Parks
- Religious Camp Meetings
- Recreational Fishing
- Cape May – The Nation's Oldest Seaside Resort

Bayshore Habitats (Coastal Habitats)

- The Delaware Bay Estuary

- Salt Marshes
- Rivers and Streams
- Birder's Paradise
- Horseshoe Crabs
- Myggens and Greenheads

Nature's Rest Area (Wildlife Migration)

- Migratory shorebirds - 2nd largest population of migratory shorebirds in North America
- Horseshoe Crabs
- Purple Martins,
- Monarch Butterflies
- Other coastal heritage topics (many already interpreted)

Strategy #3 – link the storylines and themes to the destination clusters that give each sub region its own unique identity

Ensure that each geographic cluster has at least one place to get good information and one place to get a good education about the area in question

Rationale for revised identification of destination clusters (See Handout

The Rivers are the main dividing lines between geographic areas - but at the same time each River Corridor is a geographic destination as well leading to the gateway communities of Salem Bridgeton and Millville. Moving out to the Cape May Peninsula, you have a very different geographic region and the Shorebird Alley name resonates with that region and is already in use.

Cape May is a greater challenge - all the good names like Cape May Point, or Cape May Peninsula (lower, middle and upper) are already taken or would be confused with township and municipal names. Greater is it for now.

Strategy #4 – Use the appropriate Interpretive Methods & Tools to communicate and link the sites together to create a coherent, educational and enjoyable experience throughout the byway

Here are some questions for discussion about this strategy:

Which tools should be suggested for BHB individual sites and attractions?

- Guided tours, on-site docents and guides
- Living history & nature demonstrations
- Self-guided, indoor exhibits
- Self-guided, outdoor signage & exhibits
- Self-guided tours, u-dial cell phone
- Self-guided tours, mobile app
- Site-based publications
- Establish byway minimum standards?

Which tools should be suggested for BHB byway/corridor wide interpretation?

- Guided tours, site-to-site
- Step-on guides and byway tour companies
- Self-guided touring, site-to-site signage
- Self-guided touring, site-to-site mobile app

- Self-guided touring, site-to-site GPS
- Byway website
- Byway-associated publications

Strategy #5 – use programming and events to draw visitors from site to site and place to place by promoting lecture series, music, arts and crafts, food, and other related folk life and heritage activities and associate those activities with the Bayshore Heritage Byway

Here are some questions for discussion about this strategy:

How can the byway related themes be linked with ongoing and new events?

Are there possibilities for special events that are not currently being realized?

What should be used for byway interpretation from the former NPS Coastal Heritage Trail program and what shouldn't be used?

How should the overall visual and graphic identity for BHB link to the interpretive program?

What individual interpretive opportunities are missing from the draft map and spreadsheet?

Next Meeting:

May 17, 2012 CMC Meeting #6: Context Sensitive Roadside Safety and Signage Strategies
Tentative time and location: Old Salem Courthouse from 1-3pm (to be confirmed)